

Profit & Loss Statement (Currency: ILS)
 For @alpha_israeli & @alphaz IG businesses

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	2022 Total
Income													
AlphaL - Revenue/Sales	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 13,000.00	₪ 12,880.00	₪ 45,830.00	₪ 20,350.00	₪ 92,060.00
AlphaZ - Revenue/Sales	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
GROSS INCOME	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 13,000.00	₪ 12,880.00	₪ 45,830.00	₪ 20,350.00	₪ 92,060.00
Less Cost Of Sales													
Transaction costs (~5%)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 644.00	₪ 2,291.50	₪ 1,017.50	₪ -
AlphaL - Facebook ads	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 3,600.00	₪ 6,600.00	₪ 12,600.00	₪ 18,011.00	₪ 9,000.00	₪ -
AlphaZ (US page) - Facebook ads	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 1,652.00	₪ -
Total Cost Of Sales	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 3,600.00	₪ 6,600.00	₪ 13,244.00	₪ 20,302.50	₪ 11,669.50	₪ 55,416.00
GROSS PROFIT	\$ -	\$ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ (3,600.00)	₪ 6,400.00	₪ (364.00)	₪ 25,527.50	₪ 8,680.50	₪ 36,644.00
Less Operating Expenses & Plugins													
Bluehost (Yearly)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
Gsuite (Monthly)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 60.00	₪ 21.00	₪ 81.00
Woocommerce plan (Monthly)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 200.00	₪ 200.00	₪ 209.00	₪ 609.00
Molongui upsell app (yearly)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 165.00	₪ 165.00
Responder (3 payments for 1 year)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 444.00	₪ 444.00
Zapier (monthly)	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 115.00	₪ 115.00
Total Operating Expenses	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 200.00	₪ 260.00	₪ 954.00	₪ 1,414.00
TOTAL OPERATING EXPENSES	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 3,600.00	₪ 6,600.00	₪ 13,444.00	₪ 20,562.50	₪ 12,623.50	₪ 56,830.00
Addbacks													
	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
Total Addbacks Expenses	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -
FINAL TOTAL EXPENSES	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ 3,600.00	₪ 6,600.00	₪ 13,444.00	₪ 20,562.50	₪ 12,623.50	₪ 56,830.00
NET INCOME	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ -	₪ (3,600.00)	₪ 6,400.00	₪ (564.00)	₪ 25,267.50	₪ 7,726.50	₪ 35,230.00
NET PROFIT	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	₪ 0.49	₪ (0.04)	₪ 0.55	₪ 0.38	₪ 0.38

